



**Arizona Substance Abuse Partnership  
Underage Drinking Prevention Committee**  
Meeting Minutes  
June 18, 2009

**Summary**

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**Committee members in attendance (10):**

Laura Nelson, M.D., Chair (Arizona Department of Health Services)  
Christopher Bodington (Governor's Office for Children, Youth, and Families) *teleconference*  
Jessica Smith (Arizona Students Against Destructive Decisions)  
Lisa Shumaker (Arizona Department of Health Services)  
Michelle Neitch (Arizona Criminal Justice Commission)  
Peggy Glider (Higher Education Network)  
Sabra Nuel (Governor's Youth Commission)  
Sgt. Tom Neve proxy for Warren Simpson (Arizona Department of Public Safety)  
Tim Black (Arizona Department of Liquor License and Control) *teleconference*  
Richard Porter (Arizona Department of Health Services)

**Absent members (7):**

Steve Tyrell (Administrative Office of the Courts)  
Don Jongewaard (Arizona State Liquor Board)  
Cindy Schaider (Casa Grade Alliance)  
Deputy Director (Governor's Office of Highway Safety)  
Erika Espino (MADD)  
Julie Treinen (Department of Juvenile Corrections)  
Sgt. Gary Clovis (Phoenix Police Department)

**Others in attendance (7):**

Briana Kreibich (Governor's Office for Children Youth and Families)  
Gordon South (Arizona Department of Health Services)  
Karen Hellman (Arizona Department of Corrections)  
Pamela Erickson (Public Action Management)  
Sara Brichler (Pima Prevention Partnership)  
Scott Fry (Governor's Office for Children, Youth and Families)  
Tammany McDaniel (Arizona Youth Partnership) *teleconference*

**Welcome and Introductions**

Dr. Nelson called the meeting to order at 2:07pm. Dr. Nelson welcomed everyone to the meeting and had everyone introduce themselves.

**Approval of Minutes**

Dr. Nelson referred members to the prior meeting minutes for review. Ms. Shumaker suggested a change to the minutes and requested that a sentence be removed. Ms. Neitch noted that there was a misspelling of her name; Ms. Nuel requested that they change the phrasing of a line. Dr. Glider moved to accept the changed minutes. Ms. Neitch seconded the motion. The motion was carried with no objections.



### **Overview of ASAP Presentation**

Dr. Nelson requested Ms. Nuel review the presentation given to the Arizona Substance Abuse Partnership (ASAP) as not all members of the committee were able to attend the last meeting. Ms. Nuel presented on underage drinking (UAD), including statistical information from the Arizona Youth Survey, underlined the fact that parents have a strong influence on their children's likelihood to drink and noted the differences in underage drinking between Arizona and the rest of the United States. The presentation also touched on drinking and driving in Arizona and the costs of UAD to Arizona. Dr. Nelson discussed how the presentation was received at the ASAP committee.

### **Review of EAB and Discussion on Strategy Implementation**

The overall goal of the Executive Action Briefing (EAB) is to reduce 30-day alcohol use among youth. Dr. Nelson would like the committee to review the action steps in the EAB and try to identify what steps have been undertaken so far, and what future actions should be taken. There was some discussion from Dr. Nelson regarding the importance of having a detailed work plan in addition to the generalized ASAP form.

Discussion of the EAB commenced and the specific portions of action steps were all discussed. Ms. Smith asked if there have been meetings yet in order to increase cooperation with the Governor's Office of Highway Safety (GOHS). Ms. Kreibich noted an initial meeting has taken place with the new director for GOHS and a follow up meeting is scheduled. Ms. Shumaker stated that the Phoenix PD had lost some of their funding to conduct compliance checks. Ms. Smith also pointed out the Department of Liquor License and Control (DLLC) has lost funding as well and that compliance efforts are going to decrease because of the lowered personnel available for inspections. Ms. Kreibich noted that the goal is to have ASAP focused on policy-change. Ms. Kreibich notes that all subcommittees are asked to consider three policy recommendations they would like to present to ASAP. As an example requesting DLLC have mandated funding to conduct compliance checks even in a time of budget crisis could be one of the policies this committee could recommend. Sgt. Neve discussed the fact that there are two parts to this action step; the education of alcohol vendors and the education of underage individuals. Dr. Nelson said that in regard to compliance checks it may be important for policy changes to be suggested to ASAP so that funding can be set aside for monitoring efforts on liquor establishments.

The next action step was: Enforce Underage Drinking Laws (EDUL) funding to reduce point-of-sale advertising. Ms. Shumaker pointed out that GOHS has provided funding and recently released the 2009 EDUL funding. Therefore, this goal is completed because funding was made to coalitions for this specific goal and is currently being carried out.

Utilize the draw-the-line traveling exhibit in order to influence parent's perception of underage alcohol use. Ms. Kreibich noted there is additional funding for community substance abuse coalitions to be able to host the traveling exhibit as well as funding for statewide exhibits. Ms. Hellman with the Department of Corrections (ADC) came to the meeting and discussed that the



ADC group would like to add information from inmates about their real-life stories regarding drunk driving and the effects that alcohol has had on their lives directly. This was discussed as being beneficial to the Draw the Line campaign and follow up was coordinated.

Ms. Smith discussed that there were some School Resource Officers (SRO's) working on the education component regarding alcohol in schools, but due to budget changes there has been a large decrease in the number of SRO officers that are available.

Ms. Neitch and Ms. Kreibich discussed the canary survey that was done regarding SROs in the area by the emerging issues sub-committee. Ms. Neitch said that she would also pull specific alcohol-related information from the canary survey that might be of interest to the committee once completed.

The Arizona Children's Executive Committee was brought up by Dr. Nelson, one of the projects that group is doing is educating schools and students about behavioral health. Coordination with the Department of Education in achieving this goal was discussed. Ms. Neitch pointed out that the supervisor of SROs is on the emerging issues sub-committee and could be another resource for the group to utilize for educational purposes.

The next action step was: developing a toolkit and a video for alcohol prevention for after-school groups. Ms. Smith noted that Sgt. Clovis was currently working on that project and she can follow up with Sgt. Clovis and relay current progress to the group.

The next action step was: reducing point-of-sale advertising. Ms. Shumaker said there is a number of coalition's state-wide working on this particular goal.

The second objective that was discussed was building capacity in the community.

Ms. Shumaker said that the second quarterly newsletter has already been completed and will be disseminated shortly. Ms. Smith also brought up that there are about 3,000 adults who would be receiving informational only e-mail blasts regarding UAD information through Students Against Destructive Decisions and mentioned the possibility of including the newsletter in this distribution.

Another action step was: developing a set of guidelines on merchant identification activities and spreading that information to communities. Ms. Shumaker has pointed out that SINAR; a requirement for substance abuse and treatment block grants requires states to show that less than 20% of retailers are selling tobacco to minors. Ms. Shumaker is working to have the number of alcohol retailers included into the existing SINAR, as this will provide valuable insight and assistance for this goal.

The subsequent action step was: develop a special event brochure for community coalitions. Dr. Glider stated that there already exists a brochure for Pima County, but printing funds are still needed. There was some discussion from Ms. Shumaker about whether there would also be



education for community coalitions to start certain policies in their area. Ms. Shumaker also suggested that training be done for all the coalitions in Arizona.

Dr. Nelson introduced the next topic, which is the development of webinars regarding environmental factors that affect UAD. Ms. Shumaker added that there already exist such webinars and that two trainings have already taken place.

Dr. Nelson said that developing a tip template for communities is another goal. Ms. Smith indicated that they already had some information and a template for that goal. Ms. Smith will work with the Governor's Office to see what tip templates are available through the Draw the Line campaign to ensure congruence.

The next action step was: develop a protocol for teachers to refer a student for treatment/ follow up for suspected alcohol use. Ms. Shumaker added that a document has already been created and the group is working on coordinating trainings for alcohol prevention among teachers. There has been some difficulty in getting schools and teachers to follow the screening program and making sure that kids get the help that they need. Sgt. Neve provided his perspective that the schools often simply suspend students rather than ensuring that students receive the help that they need and are directed towards the necessary resources. Ms. Neitch suggested working with the gaming groups in the state in order to get training into the schools through a partnership. There was discussion on coalitions being utilized at the state level in order to get alcohol use pamphlets developed by Department of Health Services to pediatricians' offices.

Mr. Fry an intern with the Governor's Office is currently updating the Draw the Line campaign website and additional collateral material.

Ms. Kreibich also discussed the Draw the Line brown bag lunch sessions in order to increase information about UAD. She also brought up the idea of spreading information about the sessions to state employees. Dr. Glider brought out the possibility of university employees getting this kind of information as well.

Dr. Glider noted that the universities are increasing their UAD attempts and information as well.

There are increases of social-hosting rules and informal congratulations of the different groups as well. There were suggestions that information could be added to the quarterly newsletters and also that the Governor could send out certificates of appreciation. Ms. Kreibich asked about how people felt about social host ordinances at a policy level. There was discussion that these are important issues, also that it is important to analyze how social-hosting ordinances are implemented throughout the state. There is a statewide social host law, but there might be a need to improve the strength of the law. There is a related interest in the group on keg registration and possible policy suggestions to ASAP.

Ms. Smith said that her group is partnering with Swanson foods for substance abuse recovery month and the importance of having family meals together. Ms. Neitch pointed out that there is also data from the Arizona Youth Survey on that issue that she can provide to Ms. Smith.



Ms. Smith brought up that on November 3<sup>rd</sup> there is a statewide meeting in order to target UAD and she addressed the group to discuss the possibility of the committee having a presence at that meeting.

Another goal was: increasing attendance at these meetings by members of the public. Ms. Kreibich will increase outreach to community coalitions to influence community members to come to the meetings and add their unique input. Sgt. Neve mentioned her can reach out to the ROTC or the military to become involved in the meeting as well.

The last three items on objective 2 are ongoing support and encouragement issues and will not be discussed explicitly. Ms. Nuel brought up the idea of increasing outreach to parents and school groups on education regarding UAD.

The third objective was: building capacity to collect and distribute data.

What cost/benefit has AZ received from decreasing 30-day use, was recently completed this year in the fall according to Mr. Porter.

The next goal was to: assess the National Survey on Drug Use and Health and the Arizona Youth Survey to compare state and national patterns of youth alcohol use. The goal was described as determining similarities between the surveys. There has already been analysis done regarding the Arizona Youth Survey. There are also attempts done for including Native American schools in the Arizona Youth Survey. Ms. Neitch will provide the results of this action step to the group at the next meeting.

The next issue is the intercollegiate survey. Dr. Glider is also working on increasing the participation among community colleges.

Determining the liability determined by hotels and motels for letting youth rent hotel rooms for parties was discussed but it was unclear what progress had been made thus far and suggestions were made that this could be an excellent issue for local coalitions to address. The Governor's Office will work the Attorney General's Office and other ASAP subcommittees to conduct a review of this action step.

Another goal is reviewing local policy and laws to disseminate to community coalitions. Some parts of this have been covered. There is a desire to add the information to the Draw the Line campaign website. It was noted that this action took place in years past and a useful document is still available to reference.

There are also training and information regarding law enforcement which will be followed up on in future meetings. Mr. Black pointed out that they do train on how to do TRACE investigations.

The goal of supporting military in developing a military-based alcohol group is currently occurring per Ms. Kreibich through GOHS EUDL funding.



They are also seeking outside funding for the actions of the subcommittee, which is being followed by Mr. South. Mr. South is also taking care of tracking point-of-sale issues by alcohol vendors.

Another issue is creating a report card for different law enforcement agencies, which Ms. Kreibich mentioned can be conducted by the Governor's Office.

### **Member Updates**

Dr. Glider is recruiting new members and working on their issues. Ms. Neitch is working on the 2010 AYS survey and working to increase tribal participation for the 2010 administration. Currently there are no changes to questions on the survey relating to UAD. Sgt. Neve discussed the EUDL funding, and that different DPS groups applied for the 2010 funding to focus on underage alcohol investigations. Sgt. Neve also discussed officers providing education to youth with alcohol problems and that they are preparing for upcoming holidays. Ms. Nuel noted that this is her last meeting and Ms. Kreibich added that there will be a new youth commission member. Mr. South noted that the SINAR is working on an assessment as well. Mr. Black updated that considerable funding has been lost in his department.

### **Call to the Public**

Dr. Nelson made a call to the public. Ms. Erickson from the public discussed her Campaign for a Healthy Alcohol Marketplace. She emphasized the UAD and women's drinking problems that can occur. She recently wrote a white paper regarding the effects of deregulation in Great Britain. She will provide this document to Ms. Kreibich when released.

### **Adjourn**

Dr. Nelson notes the next meeting is scheduled for August 20, 2009. Dr. Nelson adjourned the meeting at 3:47pm.